

Message Text

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62

ACTION COME-00

INFO OCT-01 NEA-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 131401Z FEB 74

FM AMEMBASSY BEIRUT

TO SECSTATE WASHDC 6456

UNCLAS BEIRUT 1791

EO 11652: N/A

TAGS: BEXP, LE

SUBJECT: FISCAL YEAR 75 PROMOTIONAL EVENTS

REF: STATE 19526

1. EMBASSY GENERALLY APPROVES FY 75 EVENTS SCHEDULE AS PROPOSED, WITH FOLLOWING COMMENTS GEARED (A, B, C) TO PARAGRAPHS (1, 2, 3) REFTEL.

A) MINI COMPUTER SHOW IN CONJUNCTION AUB BUSINESS STUDENT'S SOCIETY SEMINAR EXCELLENT IDEA, AND WE PREPARED SEE U.S. PARTICIPATION LIMITED TO 8-EXHIBITOR JEEP, IF NECESSARY, POSSIBLY WITHIN LARGER AUB SHOW. BELIEVE IT ABSOLUTELY IMPERATIVE THAT SUCH AN EXHIBITION THIS MARKET BE COUPLED WITH SOME SORT SEMINAR - TYPE ACTIVITY TO BE SUCCESSFUL. RTDO DISCUSSING FURTHER WITH AUB BUSINESS SCHOOL END THIS WEEK.

B) LOOK FORWARD TO AUTMOTIVE SERVICING AND REPAIR EQUIPMENT EXHIBITION - EITHER SIMULTANEOUSLY OR BACK TO BACK WITH TEHRAN SHOW. HAVE POSSIBLE SITES IN MIND.

C) BELIEVE 5-EXHIBITOR JEEP ON PROCESS CONTROL INSTRUMENTATION FOR LIGHT INDUSTRY, THOUGH SMALL, CAN SERVE INTRODUCE U.S. EQUIPMENT IN THIS RECOMMENDED CATEGORY (SEE BEIRUT 1328 AND BEIRUT A9, JANUARY 18, 1973). URGE 5 FIRMS HAVE BROAD RANGE OF REPRESENTATIVE EQUIPMENT, HOWEVER, AND BELIEVE WE SHALL NEED MRO-DIRECTED RESEARCH (STATE 1842) TO IDENTIFY, PRECISELY, UNCLASSIFIED

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INDUSTRIAL AREAS TO BE TARGETED.

GENERALLY AGREE TO PRINTING AND GRAPHIC ARTS
EQUIPMENT OFFSITE, PENDING FURTHER STUDY MARKET
RESEARCH. WOULD HOPE FINDLOCAL VEHICLE WITH WHICH WE
MAY BE ABLE COORDINATE. WILL ADVISE.

2. THESE COMMENTS, PARTICULARLY THOSE RELATING
MOUNTING LARGE OFFSITE EXHIBITIONS, TENDERED IN REALI-
ZATION THAT EMBASSY WILL HAVE TAKE FURTHER AND CLOSER
LOOK, SOMETIME LATER THIS YEAR, AT SECURITY SITUATION
AND WISDOM HOLDING ANY MAJOR USG PROMOTION IN LEBANON.
AS OF THIS MOMENT, WE ARE LIMITING OUR ACCEPTANCE TO
THE QUESTION OF THE PARTICULAR THEMES SUGGESTED.
HOUGHTON

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